

NNNNRTTUZYUW RUTLAAA0635 0272112-UUUU--RUAOFBA RUDOMKA.

ZNR UUUUU ZZH ZYN

R 272105Z JAN 77

FM FBIS WASHDC

TO RUAOFBA/FBIS OKINAWA

RUDOMKA/FBIS LONDON

FBWA

BT

UNCLAS LD

310 680

WA428 STAT

REF OW817 ON PHILIPPINE SOURCE LINES: THOROUGH REVIEW OF INFORMATION ON PHILIPPINE BROADCAST SYSTEM REVEALS THAT COUNTRY CURRENTLY HAS TWO GOVERNMENT-CONTROLLED INTERNATIONAL SERVICES IN OPERATION. THE ONE OPERATING OUT OF MANILA, THE PHILIPPINE BROADCASTING SERVICE, IS CONTROLLED BY THE DEPARTMENT OF PUBLIC INFORMATION. BUREAU IS CURRENTLY FILING MATERIAL FROM THIS STATION UNDER SOURCE LINE "MANILA OVERSEAS SERVICE IN ENGLISH." THIS SHOULD BE CHANGED TO "MANILA INTERNATIONAL SERVICE IN ENGLISH." THE SECOND ONE, RADIO FILIPINAS, VOICE OF THE PHILIPPINES, OPERATES OUT OF MALOLOS AND IS PART OF THE NATIONAL MEDIA PRODUCTION CENTER UNDER THE OFFICE OF THE PRESIDENT. PREFERRED SOURCE LINE FOR THIS ONE IS "MALOLOS INTERNATIONAL SERVICE IN ENGLISH." 27/2115Z JAN

BT

#0635

1. Coz *CSF*
2. Stan
3. CoZ

Since this is not a govt-controlled station, I think the sourceline should read Manila FEBC in English to (target) so as not to confuse this station with FEBC in English to the Philippines and the govt-controlled Manila DPI and Malolos int'l svcs.

jpl *[signature]*

FOREIGN BROADCAST INFORMATION SERVICE

CRUISING REPORT

SOURCE: SPEEDX DX Magazine Volume VI Number IX.
DOI : September 1976
SUBJ : PHILLIPINES: Historical Data (H O L D)

VOP'S RADYO PILIPINAS - ON-THE-AIR STILL

by Bill Miller

The Voice of the Philippines (VOP) is the name given to the composite radio services of the National Media Production Center, the official information gathering-disseminating agency under the Office of the President.

VOP is made up of two services, namely, the home or domestic service, and, Radyo Philipinas, the overseas service.

At home, through its network of rural stations spread widely across the country, VOP's principal function is to act as mouthpiece in the dissemination of development information. Its aim is to inform, educate and render service to the public, to make them think, act and behave in the interest of the nation.

Abroad, VOP, through broadcast and sustained correspondence, is committed to make the Philippines known, to augment national efforts in foreign relations, to promote tourism and to contribute to international endeavors in the attainment and maintenance of peace and amity.

The main studios and offices of the home service are in Intramuros, Manila, while the facilities of Radyo Philipinas are located in historic Malolos town in Bulacan, some 42 kilometers north of Manila.

The Voice of the Philippines was established in 1969, following acquisition by the Philippine government of the Voice of America complex in Malolos after a series of negotiations between the Philippine and American governments. The facilities included transmitters and rhombic towers for shortwave transmission. Both VOP services were equipped to operate with a power of 50 kilowatts on frequencies 920 kHz mediumwave for domestic and 9580 kHz shortwave for overseas.

From the beginning, VOP has adopted a flexible programming pattern consistent with developments. So it is that since its inception, VOP has constantly undergone changes and innovations in programming dictated by commitments at home and abroad.

Today, among the main thrusts of government policy are toward the areas of tourism and foreign relations. Consequently, VOP's programs have been re-evaluated and re-directed to conform to the requirements of the national objective. However, although both services follow the same general guidelines, Radyo Philipinas implements with greater concentration than its domestic counterpart, for obvious reasons. So, whereas the home service allots minimal air time in support of the objective, Radyo Philipinas entirely devotes its programming to it.

(continued)

PHILLIPINES - HISTORICAL DATA (HOLD)

SEP 1976

PAGE 2 Philippines historical data (continued)

Ergo, "Halina sa Pilipinas" (Come to the Philippines), "The Philippines Today," "The Philippine Economic Digest," "Musika sa Pilipinas" (Music from the Philippines), "Rural Philippines," etc. - these are the sort of programs one will hear over Radyo Pilipinas. They tell of the Philippines and the people. They incise deep into the character of the race, its culture, traditions, political system and economy. They aim to inform as well as to motivate. And seen against the light of its technical and logistical position, Radyo Pilipinas has had more than modest success.

Utilizing vintage '46 equipment and facilities, it has had to keep constant repairs and meticulous maintenance of same. It has had to operate on only one frequency (9580 kHz) because of the lack of a vital tool, a frequency counter. It has had to concentrate all its meager power (50 KW) on a single beam at a given time. It has had to borrow outside equipment or use other stations' facilities in producing sensitive material. And it has had to operate without monitoring stations or personnel in the areas serviced.

No less difficult than the technical problems are the questions of personnel and production. In the present setup, Radyo Pilipinas has a complement of five producers-announcers, one librarian-researcher and one traffic officer. The rest are in the technical staff of VOP. Given these figures, one wonders how a complement of seven can produce regular programs (three to every producer-announcer) going through the usual phases of research, collation and evaluation of material, putting material in script form to actual voicing, and at the same time attend to a myriad of other duties like special productions, correspondence, attending meetings, traveling to and from Malolos, submitting reports, etc. It is difficult and exacting.

Against the foregoing difficulties, the staff of Radyo Pilipinas has managed with surprising results. Feedback has increased tremendously in recent years, now totalling 1,500 letters a month from a scant 50 or so letters previously. Since 1972, when the tourism campaign went to high gear, a total of 60 Radyo Pilipinas listeners from different countries have visited the Philippines, the direct result of on-the-air "come-ons." And today, more schools and embassies abroad are engaged in information exchange programs with Radyo Pilipinas. The amount of goodwill gained because of these is immeasurable.

These achievements, though not spectacular or readily discernible, are something to pride over. But Radyo Pilipinas staffers are not crowing. They are far from satisfied. They are certain that much more could be achieved. They recognize the optimum possibilities in Radyo Pilipinas and the advantages it could bring to the country. They have visions of Radyo Pilipinas being as big and efficient as NHK, or even BBC. They bewail the fact that other people do not.

Radyo Pilipinas personnel are not easily discouraged though. They are all used to difficulty and will not let it get them down. They also feel that sometime, changes will have to happen, and they want to be there when they do. In the meantime, they just tirelessly toil on, aware of the responsibilities of their job and their commitment to a cause.